

EXHIBIT 3

Appendix G: Toothpaste Survey Data Listing

ID	Q4	Q5	sVersion	StartTime	EndTime	Q1/Q2Code	Q4DK
5	it is natural and highly effective for use	1	C	7/13/2022 14:57	7/13/2022 15:31	1	
7	"some" natural ingredients.	2	C	7/13/2022 14:57	7/13/2022 14:59	1	
12	natural taste with fresh spearmint	1	C	7/13/2022 14:57	7/13/2022 15:01	1	
14	it said natural on the package	1	T	7/13/2022 14:58	7/13/2022 15:00	1	
16	Did not use any animal product and green mint on the package	1	T	7/13/2022 14:58	7/13/2022 15:06	1	
18	It does not have any added sugar or artificial flavors and is not tested on animals.	1	T	7/13/2022 14:58	7/13/2022 15:04	1	
26	Indicates natural	1	T	7/13/2022 14:58	7/13/2022 15:01	1	
32	The ingredients listed indicated the product is natural.	1	T	7/13/2022 14:59	7/13/2022 15:04	1	
40	It openly communicated that it's "mostly" natural, kind of as a joke?	2	C	7/13/2022 15:01	7/13/2022 15:35	1	
46	It contains some natural products	2	C	7/13/2022 15:02	7/13/2022 15:06	1	
57	it said it was natural	1	C	7/13/2022 15:04	7/13/2022 15:14	1	
59	It said that it was natural toothpaste.	1	C	7/13/2022 15:04	7/13/2022 15:28	2	
69			C	7/13/2022 15:27	7/13/2022 15:30	2	
70	it just looked natural and earthy	5	C	7/13/2022 15:27	7/13/2022 15:32	1	

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240	the package stated that the toothpaste was natural	1	T	7/13/2022 16:33	7/13/2022 16:36	1	
241	the brand and it says natural	1	T	7/13/2022 16:33	7/13/2022 16:36	1	
243	The product does not contain artificial ingredients.	1	T	7/13/2022 16:33	7/13/2022 16:36	1	
246	On the packaging, it says Natural ingredients as well as saying the flavor of the paste.	2	C	7/13/2022 16:34	7/13/2022 16:48	1	
249	that it was natural	1	C	7/13/2022 16:34	7/13/2022 16:42	1	
256	It is natural	1	C	7/13/2022 16:48	7/13/2022 16:51	1	
257	Yes it did communicate that it was a natural product however it did communicate that it also included artificial ingredients which made the overall communication a bit confusing.	2	C	7/13/2022 17:00	7/13/2022 17:06	1	
258	it communicates that it's a natural toothpaste	2	C	7/13/2022 17:00	7/13/2022 17:03	1	
264	says natural	1	T	7/13/2022 17:01	7/13/2022 17:05	1	
266	No animal testing, recyclable	2	C	7/13/2022 17:01	7/13/2022 17:07	2	
271	said natural somewhere	1	C	7/13/2022 17:02	7/13/2022 17:04	1	
276	certified organic	1	T	7/13/2022 17:03	7/13/2022 17:07	1	
280	It said natural in the top right corner of the label	1	T	7/13/2022 17:03	7/13/2022 17:08	1	
285	Don't know	1	C	7/13/2022 17:04	7/13/2022 17:07	2	1
287	On the wording and the use of simple color of green and white	2	C	7/13/2022 17:04	7/13/2022 17:08	1	
289	clean and natural	2	C	7/13/2022 17:04	7/13/2022 17:14	2	
291	that it is wicked	2	C	7/13/2022 17:05	7/13/2022 17:08	1	

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ID	Qs7X	Qs7Word	Qs8	Q0	Q1	Q2	Q3
1341	Quality	quality	1	1	The main message communicated was the quality of the product.	No other messages	1
1345	quality	quality	1	1	That the toothpaste is 'wicked fresh' which I assume means minty	That this is a natural toothpaste	1
1348	question	question	1	1	Tom's is a great and natural toothpaste	No other messages	1
1358	quality	quality	1	1	Tom's brand toothpaste. Contains fluoride. Contains some natural ingredients. No animal testing. Please recycle package.	No animal testing. Please recycle package.	1
1364	Check	check	1	1	Natural	No other messages	1
1368	quality	quality	1	1	It is natural but still keeps your breath fresh while cleaning teeth.	Does have fluoride.	1
1369	survey	survey	1	1	natural, fights cavities	minty	1
1373	survey	survey	1	1	toothpaste deodorant with flouride. fresh taste	No other messages	1
1374	survey	survey	1	1	Tom's toothpaste is natural and Wicked Fresh	minty taste.	1
1377	quality	quality	1	1	natural with flouride	No other messages	1
1380	survey	survey	1	1	Tom's Natural toothpaste is coming out with a Wicked Fresh flavor and has new packaging.	It's a natural toothpaste and has a Wicked Fresh flavor	1
1381	question	question	1	1	Toms toothpaste	No other messages	1
1386	question	question	1	1	The message is that Tom's toothpaste is adding a flavor called wicked fresh. IT is a natural toothpaste.	it has all the features of a traditional toothpaste. cleans protects.	1
1389	question	question	1	1	anti-cavity toothpaste with some natural ingredients	not tested on animals, 12 days of employee time given to volunteering and 10% of profit goes to charity	1
1392	Check	check	1	1	Toms toothpaste	Wicked paate	1
1396	survey	survey	1	1	Toms Wicked toothpaste	Natural toothpaste.	1
1403	check	check	1	1	That Tom's Wicked Fresh is a natural toothpaste.	No other messages	1

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ID	Qs7X	Qs7Word	Qs8	Q0	Q1	Q2	Q3
1484	Survey	survey	1	1	That Toms contains natural ingredients, but not natural ingredients only.	That natural needs to include how a product is made.	1
1485	survey	survey	1	1	it has natural ingredients	No other messages	1
1492	quality	quality	1	1	That toms is natural toothpaste with certain ingrdients	That toms is betterfor you	1
1497	question	question	1	1	fresh mint and all natural tooth paste.	Toms is the name of this product.	1
1499	question	question	1	1	this is a natural toothpaste that has a mint flavor.	It has a mint flavor and has floride	1
1501	quality	quality	1	1	Tom's of Maine, tooth paste with natural fluoride is good for you and doesn't test on animals. is sustainable and uses recycled mateerials.	Tom's doesn't test product on animals, is sustainable, uses natural fluoride, and uses recycled materials	1
1502	Survey	survey	1	1	Wicked fresh toothpaste by Tom's	It's all natural	1
1504	question	question	1	1	fresh	clean	1
1509	survey	survey	1	1	Don't know		1
1511	survey	survey	1	1	Tom's toothpaste is made with natural ingriedients	Better for your teeth than regular toothpaste	3
1514	check	check	1	1	it was for Toms toothpaste	not sure	3
1524	question	question	1	1	It's natural toothpaste	it's environment friendly	1
1528	question	question	1	1	Don't know		3
1532	question	question	1	1	Tom's toothpaste is natural	No other messages	1
1546	question	question	1	1	It would gives us the freshest toothpaste possible	No other messages	3
1548	survey	survey	1	1	This brand would be the better option because it provides fluoride and gives off a great mint taste which will leave your breath smelling fresh.	This product will help with having better oral habits and protects for better oral care.	1

Appendix H: Deodorant Survey Data Listing

ID	Qs7X	Qs7Word	Qs8	Q0	Q1	Q2	Q3
66	check	check	1	1	Natural deodorant, floral scent	Toms of Maine	1
67	question	question	1	1	It's a natural deodorant sold by Tom's	No other messages	1
68	check	check	1	1	Tom's natural deodorant is concerned with letting consumers know that they control every aspect of the manufacturing process of their product to ensure that it is done sustainably and with care for customers who are serious about a really natural, sustainable deodorant product.	I think my previous comments covered it all broadly, but they did go into details that I don't completely remember. I felt confident that they are serious about ensuring that their product is natural, non-toxic, and sustainable.	1
70	check	check	1	1	great product	No other messages	1
73	check	check	1	1	no aluminum with nature ingredient.	No other messages	1
74	survey	survey	1	1	Deodorant	Forest	1
81	check	check	1	1	natural Tom's deodorant and its benefits	No other messages	1
83	quality	quality	1	1	aluminum free	No other messages	1
84	survey	survey	1	1	No Aluminum long lasting protection, natural ingredients	effective deodorant with all natural ingredients. safe and effective	1
86	quality	quality	1	1	Tom's deodorant uses natural ingredients.	It's natural and has a floral smell.	1
90	survey	survey	1	1	this looks like a simple and natural deodorant	that this is simple and natural	1
100	quality	quality	1	1	Contains some natural ingredients	Cruelty free	1
101	question	question	1	1	that is was a natural ingredient filled deodorant	eco friendly and made with natural ingredients	1
104	survey	survey	1	1	It was natural and free of aluminum.	It contains propylene glycol which is not a good ingredient to have in a product that is supposed to be good for your health.	1
105	question	question	1	1	I liked this deoderant	No other messages	1
106	check	check	1	1	It's long lasting and natural.	No other messages	1

ID	Q4	Q5	sVersion	StartTime	EndTime	Q1/Q2Code	Q4DK
66	It said it was natural	1	T	7/13/2022 15:18	7/13/2022 15:20	1	
67	It literally said 'natural'	2	T	7/13/2022 15:18	7/13/2022 15:24	1	
68	The product went into some detail about the manufacturing and transparency process of making their deodorant to ensure it is natural.	1	T	7/13/2022 15:19	7/13/2022 15:23	1	
70	natural ingredients	1	T	7/13/2022 15:19	7/13/2022 15:20	2	
73	only nature ingredient used	1	C	7/13/2022 15:19	7/13/2022 15:22	1	
74	It said natural	1	C	7/13/2022 15:19	7/13/2022 15:21	2	
81	It mentioned on the front and back that the product is natural	1	C	7/13/2022 15:21	7/13/2022 15:28	1	
83	natural	1	T	7/13/2022 15:21	7/13/2022 15:28	2	
84	says it is natural ingredients on the packing label and in the description on the back	1	T	7/13/2022 15:21	7/13/2022 15:26	1	
86	It communicated that it didn't use aluminum.	2	C	7/13/2022 15:22	7/13/2022 15:29	1	
90	this is easy and natural	1	C	7/13/2022 15:46	7/13/2022 15:48	1	
100	Includes some natural ingredients	1	C	7/13/2022 15:48	7/13/2022 15:51	1	
101	they mentioned where ingredients came from	1	C	7/13/2022 15:48	7/13/2022 15:50	1	
104	The ingredients list.	2	T	7/13/2022 15:49	7/13/2022 15:53	1	
105	I'm pretty sure it mentioned it was natrua	2	C	7/13/2022 15:49	7/13/2022 15:57	2	
106	The copy said it was natural and it contained no aluminum.	1	T	7/13/2022 15:49	7/13/2022 15:54	1	

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ID	Qs7X	Qs7Word	Qs8	Q0	Q1	Q2	Q3
311	survey	survey	1	1	Don't know		1
315	check	check	1	1	Tom deodorant is made from all natural ingredients and doesn't contain anything artificial.	No other messages	1
321	survey	survey	1	1	No aluminum	24 hour protection & natural	1
333	check	check	1	1	no aluminum	no odor	1
344	survey	survey	1	1	Tom's no Aluminum deodorant	it is a natural odor protection	1
347	survey	survey	1	1	The Toms brand deodorant Looks very good and appealing.	The package looks very good. The ingredients also are very good.	2
348	check	check	1	1	deodorant that contains some natural ingredients	24 (?) hour protection	1
352	quality	quality	1	1	Tom's Natural deodorant - sustainable, recycled materials used for packaging, employees do volunteer work	No aluminum	1
353	CHECK	check	1	1	A NEW DEODORANT FOCUS ON ULTIMATE PROTECTION	IT IS A REVELANT AND USEFUL PRODUCT	1
357	quality	quality	1	1	Alot all natural ingredients. No aluminum included.	It was Tom's brand.	1
366	question	question	1	1	There's "some" natural ingredients.	There's only "some" natural ingredients.	1
367	survey	survey	1	1	Toms of Maine is a deodorant made with natural ingredients like aloe and hops, shows benefits of the product as not tested in animals, made with recycled plastic and has employees that helps in the community.	it is good for the body	1
373	check	check	1	1	natural, no aluminum, long lasting deodorant	natural, no harsh chemicals	1
379	Check	check	1	1	Toms deodorant was or is trying to portray that it is a natural deodorant	That this product was completely natural organic healthier	1
381	question	question	1	1	This product is clean and healthy	None	1
385	quality	quality	1	1	no aluminium	natural	1